Creative Specification | Outstream Video
Last Updated – November 15, 2019

Overview
This specification covers linear video ad formats for **third-party served** (ad is delivered via IAB’s Video Ad Serving Template (VAST)) **Outstream video advertisements**. Please refer to the section and columns headers when reading this document as some elements of the specification vary depending on which party is serving the ad.

Ad Specifications

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**Third-Party Ad Served Video (VAST)**

Outstream Video ad creative must be delivered by certified third-party ad servers. All third-party ad servers must be certified with Microsoft for each IAB standard and version. Work with your representative to verify certification or request certification for new vendors.
### IAB VAST Templates

**Versions Supported** | VAST 4.0
---|---

**VAST Payloads Supported**
- Inline Ad
- Wrapper Ad (3 chained wrappers max)

### 3rd Party Served – Video Media Files

**Video Format/Codec** | MP4/H.264
---|---

**Required Rendition Frame Sizes & Bit Rates**
- HD: 1280x720 @ 3000 kbps
- SD: 640x360 @ 750 kbps
- Mobile HD: 1024x576 @ 1500 kbps
- Mobile SD: 320x180 @ 450 kbps

**Ratio** | 16:9 required
---|---

**Duration** | 120 seconds maximum
---|---

**Frame rate** | 29.97 fps
---|---

**Field Order** | None, progressive scan only
---|---

**Audio Format/Codec** | MP3, MP4, AAC supported
---|---

**Audio Bit rate** | 196 kbps recommended
---|---

**Sample Rate** | 44.1 kHz recommended
---|---

**Bus mode** | Stereo
---|---

### 3rd Party Served – VPAID Media File

**Versions & Formats** | Version 2.0: JavaScript
---|---

**Detailed Spec** | For more details, refer to the VPAID Creative spec
Other Specifications

Click-thru URL Length

Examples

MSN Outstream Video (In-Article)

Policies and guidelines

Creative Acceptance Policy

All creative must meet the requirements of the MSA Creative Acceptance Policy

Privacy Policy

Video advertisements played on all Microsoft properties and partner properties will comply with the Microsoft Advertising Privacy Policy

IAB Specifications

Digital Video Ad Serving Template (VAST): http://www.iab.net/vast
Video Player Ad Interface Definition (VPAID): https://www.iab.net/vpaid